

## **Historic, Archive Document**

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# IRIS *From "TOP of the WORLD"*

## BOULDER, COLORADO



Prepaid Prices for Summer and Fall Delivery, 1941 New Crop

## Long's Gardens, Boulder, Colorado

Our mile-high altitude, dry air, abundant sunshine—all combine to produce clean, healthy stock.

Winters are cold enough to eliminate varieties that will not do well in every section, yet not severe enough to cause loss or weakening of plants from heaving of the roots.

From top of world, J. D. sez 'e,  
Come Iris roots from borers free.  
Each year they go to every state;  
Reports come back,  
**THEY'RE BLOOMING GREAT!**

Prices are for standard divisions.  
Each Iris Root Plainly Labeled.  
(S. means Standards; F. means Falls.)

### Extra "Good Measure"

With each Iris order of \$2.00 or more, will be sent free, an extra variety, my selection. The larger the order the more valuable the "Surprise."

We begin shipping soon after July 4th.

<b>Alta California</b>	Yellow. Bronzed. Large	.25
<b>Amentl</b>	S, gray, F, light mauve. A ruffled pastel.	.25
<b>Amitola</b>	S, light russet vinaceous. F, Tourmaline pink.	.35
<b>Angelus</b>	Pink, lavender, yellow blend. Large, lovely.	2.00
<b>Anitra</b>	Pure verbena self with silky finish. Large blooms.	.75
<b>Apricot</b>	Golden apricot. Ruffled	2.50
<b>At Dawning</b>	S, pink-lavender over soft yellow. F, rose-pink, edged light gold. Large.	.75

<b>Beowulf</b>	S, rich brown. F, maroon, with brown margin.	.40
<b>Black Douglas</b>	S, dark violet. F, blackish violet. Blue beard tipped yellow.	.25
<b>Black Wings</b>	Intense deep blue, appearing almost black. Large. Fragrant.	.25
<b>Blended Beauty</b>	S, bronzy gold. F, golden salmon, flushed red.	1.00
<b>Blue Monarch</b>	A clear, pure violet-blue self.	.25
<b>Blue Triumph</b>	Clean, light blue. The flowers are very large and flaring and of heavy substance, with smooth, velvety finish.	.25
<b>Blue Velvet</b>	Rich, deep blue, of heavy substance.	.25
<b>Brunhilde</b>	Deep toned, violet-blue self. Blue beard.	.60
<b>Buechley's Giant</b>	Immense light blue. A and I do mean IMMENSE.	.25
<b>Burning Bronze</b>	Very large dark metallic red with bronzy finish.	.35
<b>California Gold</b>	Tall, large deep yellow	.25
<b>Capri</b>	A soft, pleasing combination of yellow and fawn.	.25
<b>Cheerio</b>	One of the most beautiful bicolors in existence. S, lustrous tan. F, brilliant, velvety red.	.35
<b>Chosen</b>	Very large clear yellow. Tall sturdy	5.00
<b>Christabel</b>	Another Lapham splendid red.	2.00
<b>City of Lincoln</b>	A superb variegata. S, golden yellow. F, red-brown.	3.00
<b>Claribel</b>	Large plicata. Pure white, etched with blue.	.35
<b>Claude Aureau</b>	S, golden yellow. F, russet.	.25
<b>Copper Lustre</b>	Huge flowers of bright copper, gold and pinkish tan blendings.	.75
<b>Coronet</b>	Soft golden-tan, with an underlay of rose-beige.	2.00
<b>Crystal Beauty</b>	Fine large, pure white, tall.	.25
<b>Dauntless</b>	A tall red self (standards slightly lighter)	.25
<b>Depute Nomblot</b>	Magnificent S, copper-red. F, purplish garnet-red.	.25

<b>Derrill Hart</b>	S, rose-bronze. F, deep velvety wine.	5.00
<b>Deseret</b>	S, intense yellow. F, yellow, overlaid velvety red except at edges.	.35
<b>Desert Dawn</b>	Rich yellow—lavender blend.	.20
<b>Desert Gold</b>	Large yellow. Heavy substance	.25
<b>Destiny</b>	A new Iris from New Zealand. S, deep purple suffused bronze. F, velvety black-purple. Heavy substance. Very large. Tall.	.50
<b>Directeur Pinelle</b>	Dark bronze-red Iris from France. S, clear coppery wine red. F, velvety garnet red.	.50
<b>Dore</b>	New color combination. S, light yellow. F, white.	.25
<b>Drap d' Or</b>	Tall, large clear yellow from France.	2.00
<b>Dymia</b>	Very large self purple, seems almost black. Dark blue beard intensifies the coloring.	.25
<b>E. B. Williamson</b>	A new, glowing coppery red, almost a self. Silky, lustrous finish	2.00
<b>El Capitan</b>	Giant flowered bluish violet. Stately.	.25
<b>Eleanor Blue</b>	Soft blue. Deeper blue center.	.25
<b>Eleanor Roosevelt</b>	An Iris of rich purple. Blooms early in spring, then (in most sections) again in fall.	.25
<b>Elkhart</b>	Deep chestnut red. The color appears red to brown, according to lights. Large. Splendid.	.50
<b>Ella Winchester</b>	Very large, intense red.	.50
<b>El Tovar</b>	S, brown, shaded honey in center. F, long and flaring velvety red-brown with black flush.	.40
<b>Elsa Sass</b>	Sulphur yellow with white flush in center of falls. New.	10.00
<b>Eros</b>	A new color in Iris. Glorious salmon-pink. Large, lovely.	.25
<b>Ethelwyn DuBuar</b>	A large beautiful pink with delightful ruffling.	.25
<b>Evolution</b>	Coppery bronze self, with frilled standards.	.25
<b>Exclusive.</b>	Lovely light blue, overlaid with a silvery mist. The effect is French blue.	1.00

## SPECIAL OFFERS ALL PREPAID

### "Carmichael" Collection All for 70c

Crystal Beauty  
Gudrun  
Selene  
Venus de Milo  
One Each these "Polar Bears," 70c

### Six Delicious Favorites All for \$2.20

Destiny  
Jasmania  
Lilamani  
Michelangelo  
Mrs. W. Jaques  
Treasure Island  
ONE EACH, \$2.20

### Hillbilly Collection 20 Kinds for \$2.50

WE select the kinds, from stocks in largest supply. Will be GOOD. These 20 kinds, value \$5.00 or more, \$2.50, prepaid. Labeled.

### Mountain Collection All for \$3.00

Amentl  
Alta California  
Black Douglas  
Blue Triumph  
Blue Velvet  
Capri  
Crystal Beauty  
Eros  
Irma Pollock  
Jean Neale  
M. A. Porter  
M. F. David  
Mirasol  
Persla  
Pres. Pilkington  
Selene  
Sacramento  
San Diego  
Suntan  
Trail's End  
War Eagle  
ONE EACH, \$3.00

### Mile High Collection All for \$4.00

Black Wings  
Buechley's Giant  
Claude Aureau  
Dauntless  
Desert Dawn  
Dymia  
El Capitan  
Grace Sturtevant  
Jean Siret  
Happy Days  
Legend  
Lieut. Chavagnac  
Lucrezia Bori  
Michelangelo  
Naranja  
Noweta  
Rameses  
Red Dominion  
Sensation  
Spokan  
Venus de Milo  
Winneshiek  
ONE EACH, \$4.00

(SEE NEXT PAGE)



# SPECIAL OFFERS

CONTINUED  
ALL PREPAID

## Boulder Beauties All for \$5.00

Amitola  
Beowulf  
Blue Monarch  
Brunhilde  
Cheerio  
Depute Nomblot  
El Capitan  
Elkhart  
El Tovar  
Ethelwyn DuBuar  
Far West  
Golden Hind  
Jasmania  
Jean Cayeux  
Lilamani  
Meldoric  
Nassak  
Nene  
Ozone  
Picador  
Sierra Blue  
Sir Launcelot  
Sir Michael  
Thuratus

ONE EACH, \$5.00

## Pride of Rockies Collection All for \$6.00

California Gold  
Deseret  
Desert Gold  
Destiny  
Ella Winchester  
Golden Helmet  
Indian Hills  
Junaluska  
King Juba  
Lighthouse  
Marco Polo  
Marquita  
Mrs. W. Jaques  
Narain  
Sandalwood  
Snow King  
Southern Cross  
Striped Leaves  
Tiffany  
Treasure Island

ONE EACH, \$6.00

## Colorful Colorado Collection All for \$7.00

Amentil  
Black Douglas  
Blue Velvet  
Blue Triumph  
Blended Beauty  
Capri  
Destiny  
Dymia  
Eleanor Roosevelt  
Elkhart  
Eros  
Far West  
Frieda Mohr  
Grace Sturdevant  
Happy Days  
Indian Chief  
Jasmania  
Legend  
Marco Polo  
Meldoric  
Michelangelo  
M. F. David  
Nassak  
Noweta  
Ossar  
Pres. Pilkington  
Rameses  
Red Dominion  
Sacramento  
Spokane  
Striped Leaves  
Treasure Island  
Trail's End  
War Eagle  
Winneschick

ONE EACH, \$7.00

**Far West** A warm and mellow blend of salmon, golden sand, coral and henna. Soft glow at heart. .60  
**Fascination** Large refined rose pink. .25  
**Frank Adams** Tall, S, rosy tan. F, rosy red. 2.00  
**Frieda Mohr** S, light lilac-pink, F, deep lilac-rose. .25  
**Garden Magic** Mammoth velvety red bicolor. 3.00  
**Golden Bear** Deep yellow. Medium size. .75  
**Golden Flare** Lovely flame, rose-yellow blend. .20  
**Golden Fleece** A Jacob Sass Masterpiece. S, clear sulphur to lemon yellow. F, creamy white, edged with a band of yellow. Daintily ruffled. "A symphony in Yellow" .40.00  
**Golden Helmet** Ruffled old gold. F, oxblood red. .50  
**Golden Hind** A striking English yellow of deepest buttermilk tone. Vivid orange beard. .60  
**Golden Majesty** An immense iris of gleaming gold. Superb in every way. 5.00  
**Golden Treasure** Large creamy yellow flowers with glowing golden heart. 1.00

**Grace Mohr** A Wm. Mohr seedling. Similar to William, but a bit deeper in tone. Taller and more hardy. Grand. Glorious. "It's stupendous, gigantic, colossal, amazing." 1.00

**Grace Sturdevant** Rich brown iris. .25  
**Gudrun** Fine. Very large, lustrous white. Good substance. .35  
**Happy Days** Immense clear yellow. Gigantic. .25  
**Indian Chief** Red, blended with bronze. .25  
**Indian Hills** A rich true purple. Fine form. .50  
**Irma Pollock** Velvety carmine, lighter margin. .25  
**Jasmania** S, yellow, slightly ruffled. F, same tone of yellow, with lavender center. .70  
**Jean Cayeux** A soft, smooth, light buff, "coffee colored" or Havana brown. .35  
**Jean Neale** Dainty light pink, medium size. Edges petals frilled. Roots small. .20  
**Jean Siret** A yellow dwarf. Very early. In many sections it blooms also in fall. Roots small. .25  
**Jerry** Perfectly formed, extremely brilliant red iris. Fine. .25  
**Junaluska** A superb blending of rose, gold and copper, radiating an iridescent glow. .70  
**Kalinga** Huge cream self. Broad ivory-textured blooms. .50  
**Khorasan** A massive, blended variegata. S, gold, F, nearly auburn, flushed violet. .70  
**King Juba** S, yellow, F, garnet red. Big and bold. .25  
**Lady Paramount** Large primrose. .50  
**Largo** New soft yellow blend. Falls overlaid marine. Ruffled. .25  
**Legend** Velvety claret-crimson self, brilliant gold beard. .25  
**Lieut. Chavagnac** Similar to Jean Siret in size and habits. Violet. .25  
**Lighthouse** S, old rose. F, rose red. A "torch of gold" lights up the center. Large and tall. .1.00  
**Lilamani** A velvety blackish self. Large flower. .1.00  
**Los Angeles** Giant plicata. Great white flowers, edged blue and clear blue center. .25  
**Louvois** S, brown tone. F, darker brown. .3.00  
**Lucrezia Bori** Large yellow. S, cupped, broad and ruffled. F, long and flaring. .25  
**Maid of Astalot** Very large flower. Blue and white plicata. White, blue throat. .70  
**M. A. Porter** Large. S, dark blue. F, deep violet. .25  
**Marco Polo** S, lustrous rose. F, brilliant crimson. Orange beard. .50  
**Marquita** Luminous ivory yellow with falls heavily lined maroon. Large. Scarce. .50  
**Matterhorn** Very large, pure white, with sparkling sheen. Stock scarce. .5.00  
**Matula** S, apricot buff, flushed pink. F, Indian lake, edged buff. 5.00  
**Meldoric** Flowers are blue-black in effect. Very large. .25



Grace Mohr

Everett Long admires Grace Mohr. So will you, when see it bloom.

## One Grace Mohr Free

Make up an order of \$6.00 or more, as priced in this folder, and we will send you FREE one root of the lovely, colossal "Grace Mohr" Iris.

**Michelangelo** Another new color in iris. The entire flower is a dark vinaceous gray. .50  
**Midwest Gem** Large, light buff-pink flowers, with S, domed and F, flaring. .2.00  
**Ming Yellow** New deep yellow of The Depute Nomblot form. In size and appearance, much like Happy Days, but still better. .5.00  
**Ministre F. David** S, silky red-purple. F, dark red-purple. A Mastodon! .25  
**Mirasol** Rich golden yellow flowers, well formed. .25  
**Miss California** A beautiful and entirely distinct tone of pink. Large, tall, vigorous. .1.00  
**Modiste** A beautiful self of pale mauve. Rounded shape. .2.00  
**Monadnock** Gigantic vivid rose-red. .2.00  
**Morocco Rose** S, light pink, flushed deeper pink, with yellow flush at base. F, deep rosalyne pink, long and flaring. .2.00  
**Mountain Snow** Opens white, tinged blue. Turns to glistening white. S, broad and ruffled. F, also broad. .2.00  
**Mrs. Willard Jaques** A new pink and cream blend similar to Noweta. .80  
**Naranja** One of the most talked-of iris originations. A large dowered yellow with a distinct orange overcoat on the falls. Decidedly and delightfully different. .40  
**Narain** "Shimmering blue of the ocean," with creamy seafoam throat, deep sea-blue beard, yellow tipped. .70  
**Nassak** Large, tall plicata. White with blue stitchings. And perfectly hardy. .40  
**Natoma** S, pinkish cinnamon. F, a bronze and rose blend. .25  
**Nene** S, lilac. F, wine red. Gigantic plant. Immense flowers. .25  
**Noweta** Exquisite melting creamy pink. Frilled. .25  
**Omaha** Combination of coppery pink and cinnamon. .25  
**Orloff** A bright plicata. Yellow and red-brown blended. .1.50  
**Ormohr** A William Mohr seedling with GIANT flowers of a uniform gray-lavender veined violet, having over all a rosy glow. .3.00  
**Ossar** A new glowing blackish red self. Medium size. .60  
**Ozone** Bluish violet self with pinkish sheen. Brown haft. White beard tipped orange. Large. .50  
**Persia** S, smoky blue. F, bright blue. Unique coloring. .20  
**Petruchio** Carmine and red-brown, with golden beard. .25  
**Picador** S, honey yellow. F, red. Bright color contrast. .25  
**Pink Satin** Clear light pink, with satiny sheen. .25  
**Piute** A beautiful iris with rounded flowers. Wonderful color—deep rich red toned self. Supply small. .1.50

**Prairie Sunset** A blend of peach, apricot, rose copper and gold. The most talked about new iris. Deserving of all praises given it. Can spare only a few. .12.50

**President Pilkington** A blend of pure buff, S and F of lavender-blue. .25  
**Radiant** S, burnished golden bronze. F, coppery red. .2.00  
**Rameses** A symphony in rose, pink and buff. .20  
**Rebellion** Glowing deep blood red. S, bronze and rose. .1.00  
**Red Brick** A new red, the color suggesting the name. .1.00  
**Red Dominion** Deep red standards, red falls, near black. .25  
**Red Douglas** S, raisin purple. F, dahlia purple with brown haft. Orange beard. Large. .2.00  
**Royal Coach** A Sass yellow plicata. S, and F, yellow, bordered brown. New. .2.50  
**Rubeo** S, deep glistening rose. F, deep maroon. A giant. .35  
**Rusty Gold** A bronzy orange blend. A novelty. .25  
**Sable** Tones of deep claret-black. Seems almost black. .4.50  
**Sacramento** White, edged red and purple. Unusual. .25  
**Sandalwood** S, vinaceous fawn. F, army brown. .70  
**San Diego** Immense deep rich regal blue. Scarce. .25  
**San Francisco** White. S, and F, edged lavender. .25  
**Selene** Extra large white. A real giant. Perfectly hardy. .20  
**Sensation** Gigantic cornflower, blue self. Beautiful. .25  
**Shining Waters** Lovely medium blue self. .35  
**Siegfried** S, yellow, dotted purple. F, yellow, striped brown. 2.00  
**Sierra Blue** Clear enamel-like blue. Big and stately. .35  
**Sir Launcelot** A chestnut-red. Golden haft. .35  
**Sir Michael** S, lavender. F, purple, suffused red. .25  
**Snowking** A new large white by Hans Sass. .75  
**Southern Cross** From New Zealand. S, fawn. shaded purple. F, auburn-red. .75  
**Southland** A new intermediate of chrome yellow. .25  
**S. Gaudichau** Deep velvety violet. Old but good. .25  
**Spokane** S, glowing red-brown, falls deeper shade. Large. .25  
**Spring Cloud** A plicata. White veined blue. .35  
**Spring Maid** Clear rose-pink. Honey flush. .20  
**Spring Prom** New tall pure primrose. Large. .2.50  
**Striped Leaves** Flowers blue, of medium size. Leaves striped, making the plant ornamental and attractive all season. .40  
**Suntan** S, deep glistening gold. F, rich brown. .20  
**Taos** "As colorful as an Indian blanket." A blend of yellow and coppery-red, effect of russet-red. .50  
**Thuratus** Black purple self. One of the darkest iris. .25  
**Tiffany** New yellow plicata, bordered brown. .2.00  
**Trail's End** S, yellow overlaid orange-red. F, "remind one of the berry of bitter-sweet after it has been touched by frost". .20  
**Treasure Island** Gigantic, clear yellow. .80  
**Venus de Milo** A white that's white. Large. .25  
**Wabash** Standards clear white. Falls deep purple, edged white. Supply very limited. .1.50  
**Waconda** Deep fuchsia red. Large. Brilliant. .25  
**War Eagle** S, bright red purple. F, red purple with black shading. Brown stripes on haft. Big. .25  
**Wm. Mohr** The little plant with gigantic blossoms. Lilac, veined purple. Plants and roots small, but flowers immense. .25  
**Wine Glory** A combination of red, purple, violet and other shades. Striking. .40  
**Winneschick** Deepest blue, which does not fade. .25



## YOUR OWN COLLECTION

Browse through the Groups "A" to "E" and make up Collections yourself at the very special GROUP prices.

### GROUP "A"

Your choice, alike or assorted  
(Each Kind Labeled)

5 for 60c (Prepaid) 10 for \$1.00  
(Not more than 5 of any one kind)

Blue Velvet	Pers. Pinkington
Capri	Rusty Gold
Desert Dawn	Selene
M. A. Porter	Spring Maid
Persia	Trail's End

### GROUP "B"

Your choice, alike or assorted  
(Each Kind Labeled)

6 for \$1.00 22 for \$3.00  
14 for 2.00 (Prepaid) 30 for 4.00  
(Not more than 6 of any one kind)

Alta California	Meldoric
Amenti	M. F. David
Black Douglas	Mirasol
Black Wings	Natoma
Blue Monarch	Nene
Blue Triumph	Noweta
Buechley's Giant	Omaha
Crystal Beauty	Persia
Dauntless	Petruchio
Depute Nomblot	Picador
Dymia	Red Dominion
El Capitan	Sacramento
Eleanor Roosevelt	San Diego
Eros	Sensation
Ethelwyn DuBuar	Sir Michael
Evolution	Southland
Fascination	S. Gaudichau
Frieda Mohr	Spokan
Grace Sturtevant	Thuratus
Happy Days	Trail's End
Indian Chief	Venus d'Milo
Largo	Waconda
Legend	Wm. Mohr
Los Angeles	War Eagle

(Or any from GROUP "A")

### GROUP "C"

Your choice, alike or assorted  
(Each Kind Labeled)

4 for \$1.00 16 for \$3.00  
10 for 2.00 (Prepaid) 24 for 4.00  
(Not More Than 4 of Any One Kind)

Amitola	Naranja
Black Douglas	Ozone
Blue Triumph	Rubio
Deseret	Sierra Blue
Destiny	Sir Launcelot
Gudrun	Spokan
Jean Cayeux	Spring Cloud
Lucrezia Bori	Striped Leaves
Meldoric	Wine Glory

(Or any from GROUP "B")

### GROUP "D"

Your choice, alike or assorted  
(Each Kind Labeled)

3 for \$1.00 12 for \$3.00  
7 for 2.00 (Prepaid) 22 for 4.00  
(Not More Than 3 of Any One Kind)

Beowulf	Far West
Brunhilde	Lilamani
Cheerio	Michelangelo
Deseret	Nassak
Destiny	Ossar
Directeur Pinelle	Sir Launcelot
Dymia	Spring Cloud
El Tovar	Striped Leaves
Elkhart	Wine Glory

(Or any from GROUP "C")

### GROUP "E"

Your choice, alike or assorted  
(Each Kind Labeled)

2 for \$1.00 9 for \$3.00  
5 for 2.00 (Prepaid) 14 for 4.00  
(Not More Than 2 of Any One Kind)

Anitra	Junaluska
Destiny	Marco Polo
Elkhart	Michelangelo
Ella Winchester	Mrs. W. Jaques
Far West	Narain
Golden Hind	Ossar
Golden Treasure	Sandalwood
Jasmania	Southern Cross

(Or any from GROUP "D")

**NOTICE:** This Iris list contains only such varieties as we expect to have for shipment until well into September. BUT, if any sold out, we will send something else "just as good"—or better, unless you say cancel.

## LOVELY 'LEVEN LIST

You pick 11. One each of 11 different kinds.  
No more. No less. The 11 for \$5.90.

At Dawning	Mrs. Winchester
Blended Beauty	Mountain Snow
E. B. Williamson	Narain
Elkhart	Nassak
Golden Treasure	Piute
Jasmania	Red Douglas
Junaluska	Sandalwood
Lighthouse	Snow King
Marco Polo	Tiffany

## CLASSY COLLECTION

You pick 8. One each of 8 different kinds.  
No More. No less. The 8 for \$12.80.

Angelus	Mountain Snow
City of Lincoln	Mrs. W. Jaques
Coronet	Ormohr
E. B. Williamson	Piute
Exclusive	Radiant
Golden Majesty	Rebellion
Lighthouse	Red Douglas
Morocco Rose	Siegfried

## Double Peonies

At Reduced Prices--Prepaid



STANDARD DIVISIONS. 3 EYES OR MORE.

AVALANCHE. Large ivory white.....	Each .45
EDULIS SUPERBA. The early rose-pink	.45
ELWOOD PLEAS. Immense shell pink..	.45
FESTIVA MAXIMA. White, flecked red	.45
FRANCES WILLARD. Creamy white....	.30
HANSINA BRAND. Mammoth pink....	2.50
JUBILEE. Immense white. Lovely.....	.60
KARL ROSENFELD. Rich crimson.....	.45
KELWAY'S GLORIOUS. Immense white	1.80
LA FEE. Magnificent rose-pink.....	1.20
LE CYGNE. (The Swan.) Large white...	1.40
LONGFELLOW. Snappy red. Splendid...	.65
MARY SHAYLOR. Lovely shell pink....	.60
M. JULES ELIE. Giant deep pink.....	.90
M. MARTIN CAHUZAC. Deep maroon....	1.30
MRS. A. M. BRAND. Fine pure white...	2.50
MRS. EDW. HARDING. Pure white.....	1.00
MRS. FRANK BEACH. Ivory white.....	2.50
MRS. J. M. KLEITSCH. Violet-rose....	2.50
MYRTLE GENTRY. Salmon-pink.....	2.50
NIMBUS. Lovely, large, late white.....	.90
OCTAVIA DEMAY. Early light pink....	.50
OFFICINALIS RUBRA. Earliest red....	.45
PHILIPPE REVOIRE. Dark crimson....	2.25
PRES. WILSON. Soft rose. Large.....	1.30
RICHARD CARVEL. Brilliant crimson...	.80
RENIE HORTENSE. Grand rose-pink...	.65
SARAH BERNHARDT. Apple Blossom...	.65
SOLANGE. Cream pink, tinted brown...	.65
THERESE. Enormous soft pink.....	.90

**No-Name Peonies** Popular double good kinds, but labeled as to color only. PINK—RED—WHITE. Alike or assorted. 3 for \$1.00; 10 for \$3.00.

## Fall Catalogue in September

Will list, again, Iris. Also Peonies for fall planting, as well as Gladiolus Bulbs at "Digging Time Prices."

If you don't receive a copy of this Fall catalogue by the last week in September drop a line asking for one.

## "Safety-First" Lawn GRASS SEED

The nicest lawn that I have seen,  
As smooth as silk, and lovely green,  
Was grown from seed, our "SAFETY-FIRST,"  
And watered off, to quench its thirst.

**OPEN SEASON** for making new lawns or revamping old ones, is from early spring until late Sept. in most sections.

### Purest White Clover

Clean seed, of bright golden color and strong vitality, "rarin' to go." Sure fine. Lb. \$1.00; 2 lbs. \$1.90; 3 lbs. \$2.85, prepaid, any zone.

### Best Kentucky Blue Grass

Very heavy and clean. Lb. 50c; 2 lbs. 95c; 3 lbs. \$1.35, prepaid, any zone.  
Zone: 2nd 3rd 4th 5th 6th 7th  
5 lbs. .... \$2.00 \$2.05 \$2.15 \$2.25 \$2.35 \$2.45  
10 lbs. .... 3.80 3.90 4.00 4.20 4.40 4.60

For the Lawn's Sake

## ZOTOX

### CRAB GRASS KILLER

An amazing chemical that kills both the plant and seed of Crab Grass (Water Grass) in lawns.

This reddish grass shows up late summer. Until now, almost impossible to kill, without harming your lawn.

Now you can kill the Crab Grass, and not injure your lawn grass or soil.

Applied with sprayer or sprinkling can. Directions with each package.

Three sizes. The middle size will treat an average city lawn.

(8 ounces for \$1.00.) (16 ounces for \$1.50.) (32 ounces for \$2.50.) Not mailable. Goes by express. Customer pays express.

## Iceland Poppies

(Nudicaule. Hardy Perennial)

### They Bloom at Tulip Time

And keep on blooming most all summer.

SOW SEED JUNE TO SEPTEMBER

**El Monte Iceland Poppy** Deep tangerine-orange, distinct in color. Pkt. 15c.

**Imperial Jewels** Finest known. Many frilled and fluted. Large. Rich colors, mixed. Pkt. 25c.

**New Zealand "Pastel Shades"**

Special mixture, pink, rose, pastels. Pkt. 25c.

**Sanford's Giant Strain** A giant strain. Flowers wonderful. Tall stems. Pkt. 15c.

**Sunbeams** (Mixed.) Charming tints. Pkt. 10c.

**Yellow Wonder** Immense. Long stems. Pkt. 15c.

**Collection** One pkt. each these 6 Iceland Poppies (value \$1.05) for 70c.

## Pansy Seed

For Summer and Fall Sowing

**Mile-High Monsters** Special strain developed here in Colorado, a mile above sea level. Size, form, colors, and robust plants very outstanding. Mixed Pkt. 25c; 1/2 oz. \$1.25.

**Super-Giant Mixture** My own mixture, so popular for many years. Pkt. 25c; 1/2 oz. \$1.00.

**Engelmann's Giants** Immense flowers in a wide range of best colors. Pkt. 25c.

**Swiss Giant Mixed** Flowers are of large size, great substance, novel colors. Pkt. 15c.

**Triumph of the Giants** Fine giant blossoms of rich red, brown, copper, deep yellow, with darker centers. Pkt. 20c.

**Ruffled Giants** Many petals of the giant flowers are so ruffled and curled as to give the appearance of being double. A variety of colors, rich dark shades predominating. Pkt. 20c.

**Collection** One pkt. each the above six marvelous Pansies (value \$1.30) for 75c.





## Narcissus Bulbs

For Either Pots or Garden  
All Prepaid in U. S. A.—All Labeled

- King Alfred** Largest of all Trumpet varieties. Deep yellow. F. frilled. 2 for 25c. 10 for... 1.00
- Emperor** Like Victoria, but entire flower is pure golden-yellow. 3 for 25c. 10 for... .75
- Victoria** Trumpet. Yellow; petals white. Large. 3 for 25c. 10 for... .75
- Poeticus Ornatus** White petals, yellow cup. (Bulbs small.) 4 for 25c. 10 for... .60
- Von Slon** The yellow double daffodil. 3 for 25c. 10 for... .75
- Paper Whites** For indoors. Bloom in water. Not the inferior "bargain size." Strong bulbs. 4 for 25c. 10 for... .50
- Yellow "Paper Whites"** Grand Soleil d'Or. For indoors. Blooms in water, same as paper whites. Bulbs and blooms larger. 5 for 55c. 10 for... 1.00

## Fragrant Freesias

- WHITE PURITY STRAIN.** 10 for 25c. 25 for 50c. 100 for... 1.60
- RAINBOW MIXED.** Colored Freesias, mixed. 10 for 30c. 25 for 60c. 100 for... 2.00

## Tulip Bulbs

- Stocks scarce. We offer in COLORS only.
- Giant Darwin Pink** **Giant Cottage White**
- Giant Darwin Red** **Giant Cottage Yellow**
- PRICES.** Any above at 5 for 50c; 10 for 90c
- MIXED GIANT TULIPS.** 10 for... .75

## Hardy Perennials

All Plants and Roots Prepaid in U. S. A.  
Set these out in September in most localities. Early October O. K. in many places.

**Statice** (Sea Lavender.) Latifolia, light blue. Fine for combining with other flowers, especially with Glads. Field Grown Blooming Size Roots, 3 for 50c; 7 for \$1.00. Prepaid.

**Lily of the Valley** 10 Pips (eyes) with small roots, 50c; 25 for \$1.00. Prepaid.

**Columbine** ROCKY MOUNTAIN one-year seedlings. Should bloom fine early next Spring. 3 for 50c; 7 for \$1.00.

## Delphinium Plants Famous Pacific Giants

The largest and most prized of all Delphinium. Plants of our own growing, from true Pacific Giant seed.

September planting will give you two crops of bloom next year.

**PRICES.** 3 plants 50c 8 for \$1.00; 18 for \$2.00; 30 for \$3.00. Prepaid.

## "Rototox" Lick the Thrips "Slays When Sprays"

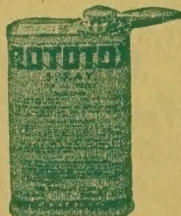
Rototox is a combined contact and stomach poison. If thrips are out in the open, they are killed right now, when you spray. Rototox is sold direct by the distributors, at the following prepaid prices in U.S.A.:

ROTOTOX PRICES	
1 oz. Trial Size.....	\$ 0.35
8 oz. Home Garden Size .....	1.00
1 pint .....	1.75
1 quart .....	3.00
Half gallon .....	5.00
One gallon .....	10.00

### TERMS, Cash With Order

Suggestion: Order at least an 8-ounce size. The smaller the quantity the higher the price. You really can't do much slaying of garden pests with only an ounce.

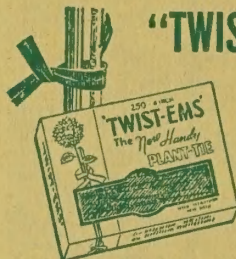
Simply send your order with remittance direct to **THE ROTOTOX CO., 81 West Yale Street, East Williston, N. Y.**, and your package of Rototox with instructions for its many uses will be sent parcel post prepaid.



Pint Can

## Dog Repellent "SCRAM!"

And I do mean SCRAM. Comes in powdered form. Can be dusted around shrubs, bushes, etc., or dissolved and used as spray. Reminds dogs they have important engagements elsewhere. Per can, 50c, prepaid.



## "TWIST-EMS"

... the quick, neat, permanent PLANT-TIE. Strong, dark-green, "invisible" tapes with wire reinforcing — protect stems, permanently support annuals, perennials, vines, shrubs and vegetables. Order a box of EACH size.

- Box of 250—4-inch size.....25c
- Box of 125—8-inch size.....25c

## Hardy, Fragrant Violets

Each clump can be easily separated to make several dozen plants. Or, you can separate the clump into a few smaller clumps for quicker results.

**SPECIAL.** Half clump 50c; Clump 80c; 2 clumps \$1.40, prepaid in U. S. A.

Everything on this page priced prepaid in U. S. A.

## VITAMIN B<sub>1</sub>

Package of 40 tablets.....	\$0.10	Pre-paid
Package of 100 tablets.....	.25	
Package of 250 tablets.....	.50	

(Each tablet makes 1 gallon of solution.)

Full directions with each package.  
The foregoing Vitamin B<sub>1</sub> is in form for making solution to use in sprinkling can.

## B-1 APPLIED BY HOSE



## No Extra Attachments to Buy

If you can reach all or even part of your garden with the hose, then order a \$1.00 box of GROFAST CARTRIDGES, which is sufficient to "vitamize" a small garden once a week during growing season. So easy to use. Just drop a cartridge into the nozzle, turn on the water. Box of 30 cartridges \$1.00, prepaid.

## VITAMIZED "PLANTABBS"



IN MEASURED EFFECTIVE AMOUNT

PAT. PENDING

A complete balanced plant food of high analysis. For house plants or in the garden. Put a tab in the soil near plant. Or dissolve and water around plant. Pkg. 25c; 5 pkgs. \$1.00, Prepaid.

No Hyacinths or Crocus bulbs this fall.

# LONG'S GARDENS



**BOULDER,  
COLORADO**

RETURN POSTAGE GUARANTEED

Sec. 562, P. L. & R.  
U. S. POSTAGE  
**PAID**  
Boulder, Colo.  
Permit No. 1

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U. S. Department of Agriculture